

# Loudoun County Virginia

## Economic Development Strategic Plan

### Guiding Principles

- Economic development and quality of life are interdependent.
- Loudoun's cultural heritage and rural countryside are essential to our quality of place.
- Prosperity depends on the growth of our existing, diverse business base.
- Loudoun's distinguished geographies – suburban; towns and villages; and rural areas– each feature unique commerce opportunities.
- Mobilizing significant resources will require creative partnerships.
- Talented people power the new knowledge-based economy.
- Agility, adaptability & speed are competitive advantages in the 21st century.
- The Economic Development Strategy's relationship to the County's adopted land use and planning documents is recognized.

### Vision & Goals

**An innovative, globally competitive economy known for its favorable business environment, exceptional quality of place and strong sense of community.**

- I. **Recognized Center for Innovation:** An excellent location that attracts high value workforce driving innovative commerce and business activity at the forefront of progress.
- II. **Prosperous Business Environment:** Facilities, systems and infrastructure in place to foster expansion, evolution and development of the existing, diverse business base.
- III. **High Quality of Place:** Educational, cultural, recreational, health, safety and welfare amenities that ensure an exceptional quality of life and preserve Loudoun's heritage.
- IV. **Sound Fiscal Health:** Sustained revenues to maintain and improve critical services.
- V. **Favored Visitor Destination:** Regional, national and global hub for travel and tourism.

# Loudoun County

## Economic Development Strategic Plan

### Fourteen Strategic Initiatives

- Support our airports as global gateways.
- Strengthen and protect key business and gateway corridors.
- Cultivate competitive industry clusters.
- Improve connectivity, accessibility and delivery of infrastructure.
- Advance entrepreneurship and economic diversity.
- Foster a stable, predictable and efficient regulatory climate.
- Support workforce development and labor force excellence.
- Increase availability of workforce housing for Loudoun employees.
- Brand and market Loudoun's assets.
- Develop and expand signature attractions and entertainment.
- Protect and promote authentic cultural heritage.
- Create distinctive neighborhoods and strong amenities.
- Strengthen education and lifelong learning systems.
- Provide superior safety and healthcare services.